

# **Internal and External Marketing of your Trauma Program**

# Internal Marketing

What is “internal marketing?”

- Internal marketing is sharing information with others within your facility
- This involves educating others within your facility about what your Trauma Service is and does



# Internal Marketing

Unless your Trauma Service is well established, even those who care for trauma patients may not understand its functions

Having a distinct service line for trauma patients will be a change for most facilities

The Trauma Service has a unique role in coordinating care of the trauma patient

But the Service is involved in so much more than direct care; performance improvement, data collection and analysis, education, prevention programs and efforts to achieve Designation/Verification

# Internal Marketing

Who needs to know what you do?

- EMS
- ED physicians
- ED/ICU/Floor/Radiology/Lab and OR staffs
- Surgeons
- Other physicians
- Department managers, department staff
- EVERYONE in the facility needs to know



# Internal Marketing

Who is responsible to educate others?

YOU ARE!!! Speak up!! Have a voice!



# Internal Marketing

How do you go about it?

- Find opportunities to talk about your program
  - Staff meetings, making rounds on trauma patients, Trauma Committee meetings, other multidisciplinary committee meetings, Hospital Board meetings, mingle with staff while on duty
- Food is often a good tool to use to get people to come to a meeting
- Provide annual report to department heads, Administration, and the Hospital Board about the Trauma Program



# Internal Marketing

Be able to talk about your service knowledgeably:

- How many patients a year do you see?
- What are their characteristics?
- Has the patient population changed?
- What is the payer mix? How is reimbursement?
- What are the current (and anticipated future) care challenges?
- What processes are you currently working on?
- What resources do you have and what else is needed?
- What are your current program strengths?

# Internal Marketing

Other ways to market your program internally:

- Write articles/give updates for your hospital newsletter
- Provide educational sessions
- Make sure your facility's marketing program is aware of the Trauma Service
- Participate in community outreach and civic activities
- Provide presentations to civic and service groups
- Always share your news with Administration, the Hospital Board, and other stakeholders within the facility



# Internal Marketing

**What if people complain about care or criticize the program?**

- Always take the complaints seriously and look at it from their perspective. Elicit their ideas
- Keep an open mind; don't pre-judge
- Thoroughly research the situation
- Involve all of those who are affected
- Educate people about what is happening and why
- Let people know the outcome once a complaint has gone through the process
- Make sure any process changes are thoroughly communicated to those who need to know
- Always follow through – people need to know you are trying to solve their problems

# Internal Marketing

One of the best ways to highlight your program is to celebrate its successes

- It's a "feel good moment" for all
- Strategies that were effective can be reinforced
- You can showcase how all your efforts have led to improvements in care and patient outcomes
- Be sure to give credit to ALL, not just those who work directly with you
- This is a powerful statement, "This case would not have turned out this well five years ago."

# External Marketing

- Represent your Program in your community, region and state; participate in all levels of activity
- Offer to provide a presentation at another facility in your region that is considering designation or struggling with their system
- Invite others to come to your Service and let them shadow you for a day and learn about your team's processes
- Consider sharing interesting cases with your RTAC, thereby teaching others and highlighting your efforts

# External Marketing

Let your community know about your facility's contribution to trauma care

- Make sure your facility's public relations person is included in marketing the Trauma Program
- Go to the schools and be involved with education, retirement homes, Kiwanis, Knights of Columbus and injury prevention activities
- Advertise in your community about what you do
  - Billboards, pamphlets, newspaper articles, facility web sites

# External Marketing

## Promotion

- Send that positive message about your program and your facility and how your Trauma Program is changing lives in your community through prevention and outreach education
- Teach your community how to be safe but let them know you stand ready to care for them in their time of need, even if a mass casualty incident occurs